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Constructing Identity in the Age of Late Capitalism: Consumerism and Hyperreal Desires in Mohsin Hamid's How to Get Filthy Rich in Rising Asia

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Abstract

This study elucidates the examination of contemporary cultural activities that produce hyperreal images and the principles of Late Capitalism. The globalization of production and the commodification of many industries define "late capitalism" in contemporary society. Cultural habits might also alter identity. This research investigates the ways in which advertising, media, and branding fabricate fictitious consumer requirements and affect behavior. Currently, consumerism influences both corporate and personal identity. Mohsin Hamid's How to Be Rich Wealthy in Rising Asia analyzes the influence of goods and services on identities within a changing society. This study examines how postwar capitalism affected economic situations and self-perception. Images of people create misguided desires, according to research. Consumption affects society now. In "late capitalism," the globalization of goods and services consumption influences people. This method will elucidate the impact of consumption on society and the effects of late capitalism on economic, social, and personal behaviors.

Key Words: Identity, Late Capitalism, Consumerism, Hyperreal, Mohsin Hamid, Get Filthy Rich in Rising Asia

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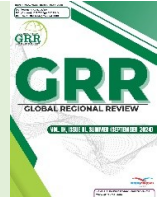
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Title

Constructing Identity in the Age of Late Capitalism: Consumerism and Hyperreal Desires in Mohsin Hamid's How to Get Filthy Rich in Rising Asia

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Abstract

This study elucidates the examination of contemporary cultural activities that produce hyperreal images and the principles of Late Capitalism. The globalization of production and the commodification of many industries define "late capitalism" in contemporary society. Cultural habits might also alter identity. This research investigates the ways in which advertising, media, and branding fabricate fictitious consumer requirements and affect behavior. Currently, consumerism influences both corporate and personal identity. Mohsin Hamid's How to Be Rich Wealthy in Rising Asia analyzes the influence of goods and services on identities within a changing society. This study examines how postwar capitalism affected economic situations and self-perception. Images of people create misguided desires, according to research. Consumption affects society now. In "late capitalism," the globalization of goods and services consumption influences people. This method will elucidate the impact of consumption on society and the effects of late capitalism on economic, social, and personal behaviors.

Keywords: [Identity](#), [Late Capitalism](#), [Consumerism](#), [Hyperreal](#), [Mohsin Hamid](#), [Get Filthy Rich in Rising Asia](#)

Introduction

Consumption's philosophy extends beyond beliefs, practices as well as the way of life that a particular society. In order to better comprehend the past of culture which is based around consumption, it is essential to comprehend the evolution of consumption as well as how the manner in which it impacts society and the environment in which it is

taking place. This research will investigate the development of the globalization of consumption culture. It will study its role and development within both anthropological and historical research on the practice of consumption throughout different times and places. The study will focus on the late period of capitalism, which examines the changes in the structure of capitalism, throughout the industrial



age up to the present, and focuses on the transformations that took place from the 20th century to the 21st century (Blyth, [2002](#)). This concept was formulated by philosophers like Ernest Mandel and later popularized by cultural theorists like Fredric Jameson. The phrase "late capitalism" refers to the current state of our society which is characterized by the growth of market globalization and growth of technology and finance, and the increased use of commodity products throughout our everyday life (Robins, & Webster,[1988](#)).

The research explores the social-cultural, socio-cultural, and economic and cultural influence on the consumption habits of our contemporary society both concurrently in order to assess the effect on the consumption habits of mass media as well as the increasing production of mass merchandise as well as the impact of consumption culture. This is a world defined by the disintegration of identities and the permeability of social class boundaries. Consumption is the most important means by which individuals define their own identity. The postmodern world of consumerism can be a great illustration of this. The postmodern age of consumerism is a place where consumers don't simply focus on satisfying their needs but are more focused on building an image of themselves through decisions regarding the choices they make in their daily lives, and what sort of brand they pick (Thompson, [2003](#)). This is consistent with the post-capitalist philosophy created by Fredric Jameson who argues that the economy demands constant consumption and that the mass media are a major source of images that shape our expectations and desires. In a culture like that consumption is at the core of self-expression and the construction of a personal identity.

The research examines the way that postmodernism, as well as late postcapitalist capitalism, are working together to create a context that sees the identity of an individual as an issue of trade on the market, and consumerism functions as an instrument to create self-identity in addition to a method for securing social and personal identities. Fredric Jameson, an American literary critic as well as a Marxist ([2007](#)) provides the concept of the role of consumerism as a form of culture. In his book *Postmodernism and the Cultural Logic of Late Capitalism* (1991), Jameson claims that in a culture that is built on consumption, everything from art to

identities becomes commodities which leads to a loss of authenticity and uniformization of culture. Jameson says that consumption influences the way that we perceive ourselves and the things we are expecting from ourselves, and results in a feeling of being disconnected. Jameson broadens his studies into the world of culture and says that the traits of the post-capitalist world are focused on the present and being a separation from the prior. Jameson refers to the late capitalism of a global postindustrial one in which all things, from the physical to the non-material, like art and lifestyle are exchanged and consumable (Jameson, [1992](#)). This research examines the significance of accepting different cultural traditions taking note of the variety in consumption culture and analyzing the varied perspectives of people from different Pakistani societies. Consumption is a crucial factor in our modern world that boosts the economy and forms communities. The issue is the negative effects it could cause on environmental health, the destruction of social equality, and the health of those who consume it. Some critics think that the need to buy things that are tangible and a regular consumption of goods is not sustainable which leads to the loss of the authenticity of the culture and the fragmentation of customs. They argue for alternative models that focus on the long-term sustainability of production and the enriching experience when compared to objects. This concept was formulated in the work of Schor ([1999](#)). Consumption is now an essential element of our lives. It is causing a decline in the values once thought to be to be traditional, and a change of the norms and values. The consumption of goods and services does not just drain our resources. In addition, it's in no way capable of providing greater pleasure over longer durations of duration. It is necessary to change green and sustainable methods of purchasing and consumption.

Davis ([2006](#)), the total number of cities which totals 3.2 billion will grow to as high as 10,0 billion in 2050. Most of the rise is expected to be in urban areas. The majority of the growth is anticipated to be in cities located in poorer nations. In the slums and slums South it will challenge some of the beliefs about the development of cities and globalization as an entire, but the commonality of every country poses significant difficulties to understanding the cultural patterns which can benefit in recognizing

the different ways to consume. Featherstone (2007). The major focus of the contemporary culture of consumerism includes advertisements media, magazines, and television which bring a vast number of material on the changing of our lives and lifestyles, as well as the way we interact with one another in addition to our personal identities, and most importantly our bodies. In his book *How to Live Prosperity Within Rising Asia*, Mohsin Hamid tells a story set against the background of fast-growing development and the growth of capitalism that is based on consumption which has a profound impact on our lives. The story of the protagonist's struggle from poverty to prosperity is an illustration of the concept of self-transformation. The novel suggests that changes in the status of the social and economic are possible, however, it is hampered due to the brutal real-world reality of capitalism in the postwar years. The book explores the notion of aspiration and its implications during the postwar period of capitalism. It also demonstrates how the consumer's products along with self-benefit notions along the growing globalization of markets impact the lives of the main protagonists. The pursuit of the character to be better as well as his accomplishments in the industry of water is the result of the increasing commercialization of basic necessities. This is a key element of the postwar late capitalism. This is the power source for consumer circuits which generate synthetic desires and needs that continue to be replicated by the world market.

Theoretical Framework

Fredric Jameson's *Late Capitalism, A Historicity, Deathlessness*

Consumer culture is essential as capitalism's theory encompasses various areas of society and extends beyond the realm of tangible objects to include literature, the arts, or pop art. Fredric Jameson, in his publication *Postmodernism*, which was also published as *The Cultural Logic of Late Capitalism* (1991) offers an explanation of how the growing cultural commercialization is observed in our current times and social system. Jameson states that the creation of cultural items is becoming more costly as we move towards capitalism. He also exposes the effect of market forces on the creation of the arts. The present economic environment is one where the non-intentional representations and narratives thrive and strengthen the concept of

power and structures contrary to tearing down and transforming the system of power. Jameson's book is a thoughtful examination of the ways that consumerism impacts the way we perceive ourselves as well as our values and identity. In analyzing the relation between culture and capitalism Jameson provides valuable insights into the complexity of contemporary society as well as the influence that influences the way we view our own. Jameson's theories show how consumption culture alters the significance and meaning of specific cultural symbols and references in a way that removes their meaning and significance. Today people are overwhelmed by an array of stories and pictures that can make it difficult to discern original representations from commercial techniques. Furthermore, Jameson contends that consumer media encourages nostalgic memories of the old times. It is evident in the appearance of retro-inspired designs as well as the utilization of culture as well as artifacts of the past. It's an try to create an image of control that obscures the fundamental inequalities and contradictions that are inherent to the post-capitalist model. If you examine the story from the viewpoint of the current capitalism of a lack of depth and the notion of historicity, it becomes evident that the story reveals how the postmodern world interacts with the postmodern and contemporary world. The characters in the story live in a society where the line between the real and the fantasy is blurred. It's a signification that the influence is ever present in the culture of consumerism. It's made clearer through the portrayal of a world that is post-capitalist, and that is one where consumerism and commodification are dominant, which reduces individual experiences as well as the identity of objects. The text's structure broken along with the lack of continuity to the past, highlights Ahistoricity by highlighting that it is not a part of a coherent time. Additionally, the emphasis on aesthetics instead of more fundamental implications, reveals the character of superficiality. This is a sign of the superficiality in cultural practices, which reveals the superficiality of modern life as well as the fundamental persona of the people.

Global Late Capitalism and Cultural Capitalism

Fredric Jameson a prominent Marxist culture critic who has written several articles on the globalization

of capitalism, is also multi-national. He offers criticism of the socioeconomic and cultural conditions. The phrase "late capitalism" regained relevance in 1991 when Marxist journalist Fredric Jameson wrote *Postmodernism*, which is often referred to as *The Cultural Logic of Late Capitalism* today. Capitalism is growing rapidly and is becoming global. Jameson expanded his research to encompass the area of culture. Jameson believed that the post-capitalist age has lost its historical connection and is described as a fascination with contemporary culture. Jameson's theory states that late capitalism could be described as an increasingly global and post-capitalist society that values everything as goods and as resources, while other objects like art, entertainment, and music are regarded as commodities to be consumed. This study examines how Jameson's philosophy typically addresses issues that are occurring in contemporary society, specifically the power structure's role in the creation of culture and the formation of identities. The research suggests that the notions of late capitalism are a part of the reality. Jameson claims that globalization is affected by global capitalism. It also can influence our society's cultural practices by distributing Western consumer values and media images across the globe. Jameson believes that this phase of late capitalism represents an extraordinary, unprecedented development that has global influence regardless of whether you see the concept as either international or informational. In the statement "late capitalism" Jameson is talking about the growing authority of officials in the bureaucratic system and their "interpenetration of government and big business" in the global market which is similar to Marx's end of capitalism.

Analysis

The desire for wealth is a symbol of the new world of consumerism that has seen traditional tales replaced by a fascination with current trends and the desire for instant satisfaction. Our society is that is influenced by technology and media. It is possible that people feel lost in their connection to their culture and history, only to be transported into an environment that has been shaped by the consumption culture and global economic system. Children's frustration is similar to the fear children feel when they are left without chocolates or whose remotes have run out of batteries. The lack of

substance in our desires and needs shows a lack of knowledge of the past and the lack of protection within the world of consumerism. The character is instructed on how to do wrong through the guidance of the Master. The idea is that working with masters helps in reducing time as well as teaching strategies to generate income using unjust methods. The choice of the person who is to study for a master's degree is due to their ability to add methods to accumulate wealth through unjust means and there's no connection to the traditional moral framework as well as ethical guidelines. The pursuit of wealth without considering the costs represents a departure from a moral basis that is traditional. Focusing on efficiency and effectiveness through learning from experts can lead to a mind that's focused on the immediate result instead of contemplating the long-term implications of our choices. That's why the lack of consideration for ethics and our tendency to prioritize expediency over ethical principles can result in losing our historical view and the growth of consumerism, a system where ethical standards and ethics are gradually being lost.

The steady growth of the number of people living in the area is an indicator of environmental degradation when people move from cities to towns and make cities overcrowded and overcrowded. The roads that are dusty and provide the city with its water are packed with vehicles daily. (Hamid 2014) Urban areas have taken over the rural and villages because of urbanization, or due to factories. The study examines the primary demands of farmers who handed over their farms to industrialists. People are moving from rural to urban areas and the devastation of the rural areas because of urbanization and the oppressive and massive urban environment that has many people shows the cities' inability to grasp the past, the roots of their community, and their living styles. The changing landscape as well as the relocation of rural populations alters the continuity of history and causes a feeling that is blurred and dissociation from our past. In addition, the observations made by the character on the requirements of the farmers who sell their farmlands to factories reveal the current economic model is transforming towards the industrialization of society and consumption.

The distinction between people rich and poor is defined through the notion of consumption. In the

instance of people who have a high standard of living because of their active consumption of high-end products. They have a distinct social context. Although they live in each other, they are separated by different lines that can be created by the open sewerway, tracks on railways, or a narrow alleyway which is narrow. Environmental issues are evident through the massive usage of oil that results in carbon dioxide, as well as other toxic substances that pollute the atmosphere and lead to polluting. The negative impact of consumption on the planet can be evident in the system of education in which degree courses are purchased by those with high incomes. This means that those with less income are required to actually achieve the highest grades in their classes. Students who come from a family of poverty struggle to achieve a dream career by studying, changing into dreamers, and hoping to be part of the circle of friends that are members of the college. A person's social standing can be determined by their possession of significant items and costly like cars or cigarettes, invitations for occasions, and stable financial close relatives.

The father who is wealthier than the main character shows an attitude of social indifference by refusing to visit filthy or polluted areas within the vehicle. The physical barriers, such as the railway tracks that open to the public and the sewers that are open along with the narrow alleys filled with sand represent the geographical divide between various sections of society. Consumption of large amounts of fuel as well as the smog described in the narrative can have a negative effect on the environment due to consumption. The pursuit of things that are used for material purposes like cars creates damage to the natural environment, which impedes nature's beauty, and decreases its quality. It is a sign of disdain for the historical as well as the ecological environment since consumers value quick satisfaction but not long-term sustainable development. It is the protagonist's wish to participate in social interactions in the college that place social class upon things that are valuable, such as expensive cars, cigarettes that cost money, as well as invitations to social gatherings that illustrates the impact on the society that is affected by consumerism in relationship to social aspects. Concentrating on the amount of wealth an individual has as a measure of wealth and class undermines traditional concepts of social identities that have their roots in the individual persons, their

capacities as well as the contribution of communities. The focus on physical appearance as a sign of status may lead to the enlargement of social divisions that diminish the connections between people and experiences among diverse communities.

Research reveals the growing educational marketization in addition to the effects on society and culture that are shaped by consumption in determining class and social status, as well as the dissociation of classes. The study reveals facets that examine the loss of authenticity, and historical significance, and also the ways that the traditions from the past, sustainable growth of the planet, and fair access to education have been destroyed as consumers chase after desire. The research is in line with Jameson's belief that the transition between postmodernism and modernism not simply changes in society but is a sign of major socioeconomic as well as cultural and political changes that change the fundamental principles that govern our lives. Jameson's study is outlined in the book "Postmodernism" which could also be described as "The Cultural Logic of Late Capitalism (1992)" affirms that postmodernism is the result of significant shifts in the social-political as well as socio-economic environment. It's led to changes in the way we view the future. The idea of this as an opportunity for redemption or even a disaster is the basis of the concept of "postmodernism." In regards to consumption and theories, Jameson claims that the consumption lifestyles reflect the change in culture that is taking place. Consumption, in all types, is the expression of culture, which can be developed in different ways inside the realm of culture. The facets that affect consumption impact not only the choices of individuals but also the collective consciousness and the personality of the entire community.

The idea of "weakening of the historical importance" is also referred to in the context of "weakening of historicity" which refers to the concept that in the course of time, traditional ways of life, and even historical occasions may become obsolete or insignificant for the current. The chaos is a sign of the destruction and instability which are commonplace within the postmodern world. Postmodernism is defined by the consciousness that our world is becoming turbulent and chaotic. Traditional frameworks and beliefs are being diminished. This could be seen as an expression of

feelings of loneliness and loss of identity. This is often blamed on the postmodern society. If the values of traditional beliefs and values are in danger the people will be unable to reconcile the values they hold dear and develop powerful connections. This could lead to a feeling of separation and feeling disengaged.

Fredric Jameson's idea of the concept of "depthlessness" can indeed be linked to concepts of identity as well as consumerism within the present world. Jameson was an eminent Marxist cultural theorist who formulated the concept of "depthlessness" when analyzing postmodernism. As per Jameson "depthlessness," "depthlessness" is the term that refers to the gradual flattening and slowness of culture and its manifestations, as well as the experience in postmodern periods, when the depth of history is lost and a sense of a superficial display. In a culture that is dominated by consumption, the concept of culture has become an object without significance and deep historical meaning. Artifacts of culture can be reduced to objects that are consumed, which leads to a lack of understanding about their importance. Consumption can be a form of commerce that reinforces the notion that cultural experiences are goods that are able to be bought or traded. It's a model of consumerism and also a notion of self-identification (Gabriel, & Lang, 2006). This kind of self-identification through consumption could be described as sloppy and insufficient since it's based on external circumstances rather than on actual worth or experience.

The research exposes the negative effects of consumption because the protagonist's quest for success and wealth can lead him to an untruthful route and also into criminality. The final two chapters "Attention on the Fundamentals" as well as "Have an Exit Strategy" cover the detrimental effects of a culture that demands those to steal or deceive other people in order to sustain themselves. In an urban size, where there's satisfying technological advancement, as well as excessive exploitation of the natural surrounding environment, the main character starts in the role of an unsavory salesperson working for a businessman conducting scams targeting local merchants. The seller buys food that is expired at cheap prices and offers the food using a different method of packaging it in

fresh dates, in order to generate money while stealing from the customer. The items in the order are pipes that bring the tap water as well as prescribed donkey pumps to improve the pressure out of the outside a storage tank in blue which is about the size of a Hippopotamus, an iron faucet, and lidded cookware with a propane-powered burner that can heat the water...a collection of used and well-preserved mineral water bottles rescued from restaurant premises, and finally, two basic machines which affix temperature-resistant caps and clear safety wrap over ...fraudulent products" (Hamid, 2014 p. 100).

The main character's participation in fake pitches is evidence that there's a deficiency of awareness in our urban. A lot of people are intrigued by the unorthodox production technique that relies on ordinary things like boiling water at the tap and cooking appliances that are altered and filled with the illusion of the original. This research examines the experiences of traveling or the experience of the environment changing most likely in a period of time when urbanization was growing. The story begins by introducing the person on the road in the car looking at or sitting in a car and looking around at changes to the surroundings. The transition between roads made of dirt and pavements indicates an improvement in infrastructure as urbanization. Potholes which appear smaller and less noticeable afterward indicate a better maintenance of roads as well as the construction of roads. The notion of "dual carriageways" "dual carriageway" suggests a better and more effective system of transport. Electricity first came into the spotlight first through large-voltage electric power stations and later power cables. The constant expansion of cables that pass through our eyes, and also in the form of billboards streetlights, and signage for shops illustrates the speedy growth of technological advancements and the development of the area. The text tracks the development of buildings that span from bricks to mud, and finally concrete. A focus on buildings with a height greater than five stories or more suggests the possibility of the possibility of a boost within the height of the urban area, which indicates an increasing density of population along with the growing economic activity. The way they are described with terms such as "glorious" and "magnificent billboards," conveys the feeling of

admiration and amazement at the developments happening (Ali, & Moon, 2007). It is a feeling that those who are looking at them and observing the obvious signs of advancement as well as modernization. Research suggests a rapid pace of change suggesting that the change is taking place over the course of time. There was an improvement in our surroundings. It is evident through the improvement regarding the state of roads as well as the development of electricity and advances in architecture. These images paint a clear depiction of progress in society. They highlight improvements in infrastructure and roads, electrical power, and the advancements made in the area of architecture. One is taken by amazement and curiosity at the obvious evidence of technological advancements in the world that continue to evolve.

The main character has been performing the right thing by taking cash and paying no attention to his family. Jameson considered it to be an instance in a cultural context with roots that were rooted in the past. He also ruled out any objection to the idea because of moral considerations. Jameson examined "the cultural evolution of late capitalism dialectically, as catastrophe and progress all together" (1991 p. 47) In contrast consumerism is a major factor driving industrialization. It is a major driver of growth. Industries are dependent on low-cost labor to earn cash. The economics of industrialization are driven by technological advances and increases that are destructive to the rural environment as well as the small populations. Industrialization is believed to do devastating harm to the balance of ecological and social harmony. In addition, it has caused doubt about the destruction of the fertile soils in the city's borders. Autobahns that are growing or ring roads and airports, can be viewed as dangers to the soil, which is fertilized in order to accommodate the growing of the population.

The narrative outlines a trip through shifting cultures throughout the period of development in the society. The story is told through the viewpoint of a person on the street, or in a vehicle as they observe developments in the surroundings around the scene. The transition from roads that are made out of dirt to asphalt reflects the increase in urbanization and an improved infrastructure. Potholes that are less frequent, and eventually disappear are a sign of an innovative approach to maintenance and development. The allusion to "dual

carriageways "dual carriageway" signifies a streamlined and effective transportation system. Electricity was introduced at the beginning via high-voltage power plants and then through power cables. Its gradual transition to cables running directly in direct view of the viewer before finally appearing in the form of billboards for streetlights or store signs emphasizes the rising importance of electrification, as well as the modernization of the region. The study analyzes the evolution of building structures that started with concrete and mud brick. A reference to structures that exceed 4 or 5 stories demonstrates that the city is increasing in a vertical manner which suggests an increasing number of people living there and a rise in economic development. The terms utilized in advertising that use these sorts of terms including "glorious" as well as "magnificent billboards" convey a feeling of admiration and awe at the swift progress that has taken place. The eyes of the viewer are glowing with joy as you see the proof of the modernization process and advancement. Studies suggest a time-based development, suggesting that the change is happening over time. It is possible to observe a continuous alteration in the surrounding environment. This is evident through modifications in road conditions and also the introduction of electric power, as well as technological advancements in architecture. These images offer a precise description of the urbanization process and showcase the advancement in roads, electrification, as well as technological advancements in the realm of architecture. The viewer is in awe and amazed by the visible improvements that are expected coming in the near future. This feeling of amazement and wonder over the obvious technological advancements is part of the society that is highly influenced by the culture of consumerism. Modern capitalism provides an unending desire to expand and develop within our society. This can lead to increased urbanization, as well as the creation of new buildings. The research is not just focused on practical requirements however, it's focused on creating beautiful spaces for leisure and along with consumption (Streeck, 2014)

This study provides a thorough study of how to be prosperous, focusing your efforts on the growth of Asia and placing it in the international environment of a nation that is afflicted by the effects of the technological revolution, consumer habits along with economic and entrepreneurial

structures that are the norms of have been the norm in postmodern society. When contrasting this unknown with recent changes in the field, this book gives a vivid impression. It will also benefit to create an unchanging and global image of the postmodern age. Its mention of Fredric Jameson's postmodernist theory, as well as the philosophy of culture that emerged out of Late capitalism suggests that the shifts in our cultural landscape are entwined to the transition between industrialization and a technological age. Jameson's view of postmodernism not as an individual social phenomenon, but instead as being deeply rooted in the both historical and social background. In addition, his theories suggest that attempts to criticize or discredit postmodernism from moral arguments could overlook the significant connection to the socioeconomic and general social patterns that postcapitalist capitalism has created.

Integrating these notions into the study of how we can fulfill *Filthy Rich* by raising Asia This research enhances the understanding of issues and the depiction of our current society. Jameson was the very first Marxist Jameson was of the opinion that our lives are greatly affected by the methods of production that are employed by our society and also the way people interact with each society as both producers as well as consumers. The main method of production used in the Postmodern time is via "technology" or electrically powered machines. Jameson (1992) gives the idea that we're "multinational" or "late capitalism" as a further extension of the notion. Jameson noted that the age of electronic machines would eventually be obsolete with the advent of machines, mass media as well as data processing. The new technologies were characterized by computers being utilized to produce physical objects, in addition to reproducing images and data. It was a time when products didn't matter so much as the control and management of the information and images. Big corporations' power was increased when they were able to modify and regulate the distribution and production of data and images. This research examines the impact that technology had on developments within manufacturing processes along with the transformations in society as well as the culture. The shift from manufacturing to processing profoundly changed the ways in which things were made consumed, manipulated and consumed and

regulated, revealing the constant changes in postmodern capitalism. Postmodernism is a period that has seen a lot of changes. In the book's final chapters of the book, *What It Takes to Become Rich and Prosper* within *Rising Asia*, the protagonists' lives are touched by the personal tragedy of their lives, as well as declining economics and old age. The closing chapter of the story prompts us to think about the universal problem of death and the inevitable departure process. The path that takes to prosperity for the protagonist and the highest standards of living is contrasted with his personal loss. The protagonist's wife splits with him, and the son must go across the world to study. Couple discord is highlighted as the consequences of breaking up the desire to bring off prosperity and success but without the benefit of any relationship with one's personal. The main character's struggles with health or aging, as well as his struggles with money, are a stark realization that it's hard to quantify your success. In a society that is awash with images and symbols that have become a common thing attempting for gain isn't easy and also not satisfactory over a long period of time. If people are getting involved in monetizing their desires, wants, and needs, their identity depends on the items of their own and the lives that are a part of the riches. Individuals who are dictated by society's expectations decide what roles they fulfill and how they will bring success. Their personal identity is influenced by the battle between conforming to the norms and pursuing the path they choose to take.

Consumerism and Identity Construction

Research into brands, consumers as well as the characters' quest for wealth are both a part of the critiques that are directed at consumption. The postmodernist theory suggests that people have a tendency to create their personal identity on consumption and define themselves based on how much they spend funds on and what way they live their lives. The life path of the protagonist can be seen as a reflection of postmodernism's studies in which identity is tied to economic and material needs. Postmodernism does not support epic narratives that endeavor to discover universal truths about identity and its nature. The central character of the tale is the individual's unique encounter with the tangled environment of post-capitalist and globalized.

The postmodern age of consumerism is typically described as an element of cultural dominance that affects those who live their lives, as well as the beliefs they believe in. The postmodern era in literature may be looking at the impact of consumption on not just the things people purchase and consume, but also what they are thinking about. What do they choose to do with their lives when they are consumers who react with demands to conform to the rules of consumerism or resist the demands? Postmodernity has led consumers to become more conscious of the consequences of their choices in the marketplace and are more engaged in promoting the interests of consumers. According to the theory, consumers continue to develop their own identity as a result of the outside influences on society that include the impact and expectations triggered by consumption and capitalism.

Conclusion

The social environment is marked by a strong consumer culture. The needs of companies and the consumption of goods influence the way that individuals conduct their lives. Also, they influence the manner in which people perceive and act. With regard to the wider environment of consumerism, the research gives insight into the intricate interaction between people and technology and how they interact in the modern world. The study reveals the dehumanizing and humanizing aspects of the labor market, as well as medical cyberization, which is described as the culture of consumption that is characterized by the fact that people not only utilize objects but also consumers of goods that they purchase. They are directly affected by the constant influence of technology's advances. The desire to accumulate wealth will be affected by the wider socio-economic and political influences in the present and influencing the needs of a culture that is increasingly global in its demands in addition to the requirements of the global economy. A study of consumer culture can be an opportunity to comprehend its contribution to the key aspects of the post-capitalist era. It's an incredibly deep as well as a historical and historical culture. When we study the issue It is evident that the focus of the latter stage of capitalism in maximizing profit is apparent in the growing commodification of identity and culture as well as the emergence of a society heavily influenced by consumerism. most dominant element. The evidence is evident that historical ties

constitute an essential element of the culture that is constructed in the context of packaging to become a commodity for the purpose of being able to satisfy the desires of the modern consumer, which has no context with historical value or genuine. Furthermore, the absence of a deep understanding of the consumer culture reveals the shallowness and superficiality that exists in the present cultural environment, in which identity is constructed and then absorbed just like the merchandise in stores. It has a profound effect on the behavior of consumers as well as their creation of individual identity. This is a society that makes people feel like people based on their lives as well as their continuing existence in the social structure. A focus on the physical world and a rejection of social connections can be viewed as the result of a cultural shift that took place during the period of capitalism. The two systems are in conflict and the effects of the different systems on individuals, especially with regard to their choices and beliefs. There is a continuous boost in the growth of economic activity that generally outcome in the expansion of urban areas. This isn't just about money. It seems to be focusing on the issues in daily living and the need to benefit from creating beautiful places for rest and consumption. This study provides insights into the way in which the latter part of capitalism has changed our views of consumption by commodifying consumer demands, as well as the ubiquitous nature of consumption. If we consider its impact on society it creates, it creates an opportunity to assert the right to our personal identity and break the limits of society's consumer culture. Examining the function of the brand-consumer and the pursuit of wealth and success by characters are mixed with criticisms of consumerism. The postmodernist theory suggests that people are inclined to define their personal identities through consumerism, and defining their own identity through the purchases they make, as well as the lifestyles they imagine living. The postmodernist theory is viewed as an expression of our current world where identity is tied to the pursuit of financial goals and the need to spend money on material things. Postmodernism is averse to epic stories, that seek to focus on providing the universal truths of the nature of identity. It's an individual and as individual view of the diverse aspects of our postcapitalist, post-capitalist, and post-capitalist world. Postmodernism generally is an advocate of intertextuality and the notion of

hybridity. It recognizes the fact that identity is formed through different influences from different cultures. The connection between the culture of consumption and satisfaction for individuals and the growth of global capitalism indicates that our identity is determined by physical factors. There is a clear indication that individual satisfaction and happiness of people can be considered an item of value when viewed in a society that is focused on consumption. The concept of identity is not fixed. It evolves with time and it is always identified and

portrayed within the framework of a globally connected society. Postmodern consumerism is typically called a dominant culture that influences the lives of people who are influenced by their beliefs and goals. The research has investigated the interplay between practices in the consumption culture as well as Marxist theories by studying and examining Pakistani fiction. Certain restrictions permit recognition, as well as possibilities for further research.

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